Hachette Filipacchi Magazines CORPORATE SALES

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PHILIP MORRIS COMPANIES – 1996 RATES
1996 MEDIA LEVELS (UNIT COST)

1996 ESTIMATED LEVEL 1995 LEVEL		$29.2MM $27.0MM	$30.3MM $28.0MM	$31.4MM $29.0MM	$32.5MM $30.0MM	$33.6MM $31.0MM	$34.7MM $32.0MM	$35.8MM	$36.9MM	$38.0MM	$39.1MM	$40.2MM
WOMAN'S DAY (4500M RATE BASE)	4.00%	42,437	41,985	41,534	41,118	40,705	40,288	40,087	39,885	39,684	39,482	39,281
WOMAN'S DAY (4800M RATE BASE	4.00%	45,265	44,784	44,302	43,860	43,416	42,973	42,758	42,543	42,328	42,114	41,899
CAR AND DRIVER	5.00%	45,067	44,588	44,108	43,667	43,227	42,785	42,571	42,357	42,143	41,929	41,715
CYCLE WORLD	5.00%	14,639	14,484	14,328	14,183	14,042	13,897	13,828	13,758	13,689	13,619	13,550
ELLE	0.00%	30,785	30,458	30,130	29,829	29,527	29,227	29,081	28,935	28,789	28,642	28,496
FAMILY LIFE	5.00%	13,978	13,843	13,709	13,574	13,440	13,373	13,306	13,238	13,171	13,104	13,037
GEORGE	0.00%	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000
HOME	5.00%	23,661	23,410	23,158	22,926	22,696	22,463	22,351	22,238	22,126	22,014	21,901
MIRABELLA	0.00%	23,450	23,216	22,981	22,747	22,512	22,278	22,167	22,055	21,944	21,832	21,721
PREMIERE	5.00%	23,653	23,417	23,180	22,944	22,707	22,471	22,359	22,246	22,134	22,022	21,909
ROAD & TRACK	5.00%	27,736	27,441	27,146	26,874	26,603	26,332	26,200	26,069	25,937	25,805	25,674
WOMAN'S DAY SIP'S	5.00%	12,436	12,304	12,172	12,051	11,928	11,806	11,747	11,688	11,629	11,570	11,511
STEREO REVIEW	5.00%	14,781	14,623	14,466	14,321	14,177	14,032	13,962	13,892	13,822	13,751	13,681
AMERICAN PHOTO	0.00%	9,180	9,082	8,984	8,894	8,804	8,714	8,670	8,627	8,583	8,540	8,496
AUDIO	5.00%	7,202	7,124	7,048	6,977	6,908	6,836	6,802	6,768	6,733	6,699	6,665
BOATING	0.00%	9,707	9,604	9,500	9,405	9,311	9,215	9,169	9,123	9,077	9,031	8,985
BIG TWIN / SPORTBIKE	5.00%	5,437	5,437	5,437	5,437	5,437	5,437	5,437	5,437	5,437	5,437	5,437
CYCLE WORLD BUYER'S GUIDE	5.00%	5,437	5,437	5,437	5,437	5,437	5,437	5,437	5,437	5,437	5,437	5,437
METROPOLITAN HOME	0.00%	23,643	23,392	23,141	22,909	22,677	22,446	22,334	22,222	22,109	21,997	21,885
CAR STEREO REVIEW	0.00%	4,321	4,275	4,229	4,186	4,145	4,102	4,081	4,061	4,040	4,020	3,999
ELLE DECOR	11.25%	11,570	11,448	11,324	11,211	11,098	10,985	10,930	10,875	10,820	10,765	10,710
FLYING	0.00%	8,139	8,053	7,966	7,886	7,807	7,727	7,688	7,650	7,611	7,572	7,534
POPULAR PHOTOGRAPHY	5.00%	16,202	16,029	15,857	15,699	15,540	15,381	15,304	15,227	15,150	15,073	14,996
SHOWBOATS INTERNATIONAL	0.00%	3,517	3,480	3,442	3,408	3,374	3,338	3,321	3,305	3,288	3,271	3,255
TOP MODEL	0.00%	5,000	4,950	4,900	4,850	4,800	4,750	4,726	4,703	4,679	4,655	4,631
VIDEO	0.00%	11,000	10,890	10,780	10,670	10,560	10,450	10,398	10,346	10,293	10,241	10,189
POPULAR MAGAZINES GROUP	10.00%	895	886	876	868	858	850	846	842	837	833	829

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Source: https://www.industrydocuments.ucsf.edu/docs/ryxn0004

Hachette Filipacchi Magazines CORPORATE SALES

1996 PHILIP MORRIS P4CB RATE FOR $33.6MM LEVEL

	BILLED GROSS				1996 PROJECTED OPEN RATE				DISCOUNTS			
	FULL PAGE	SECOND COVER	THIRD COVER	FOURTH COVER	FULL PAGE	SECOND COVER	THIRD COVER	FOURTH COVER	FULL PAGE	SECOND COVER	THIRD COVER	FOURTH COVER
WOMAN'S DAY (4500M RATE BASE)	40,705	53,395	52,501	64,007	129,075	169,315	166,480	202,965	68.46%	68.46%	68.46%	68.46%
WOMAN'S DAY (4800M RATE BASE)	43,416	56,956	56,005	68,274	137,675	180,610	177,595	216,500	68.46%	68.46%	68.46%	68.46%
CAR AND DRIVER	43,227	50,143	47,551	54,467	86,530	100,375	95,185	109,030	50.04%	50.04%	50.04%	50.04%
CYCLE WORLD	14,042	15,922	15,233	17,311	27,705	31,415	30,055	34,155	49.32%	49.32%	49.32%	49.32%
ELLE	29,527	36,909	33,956	36,909	52,895	66,120	60,830	66,120	44.18%	44.18%	44.18%	44.18%
FAMILY LIFE	13,440	16,800	16,128	17,472	28,000	35,000	33,600	36,400	52.00%	52.00%	52.00%	52.00%
GEORGE	12,000	15,600	14,400	16,800	20,000	26,000	24,000	28,000	40.00%	40.00%	40.00%	40.00%
HOME	22,696	26,212	24,979	27,263	49,700	57,400	54,700	59,700	54.33%	54.33%	54.33%	54.33%
MIRABELLA	22,512	29,257	24,763	28,139	39,550	51,400	43,505	49,435	43.08%	43.08%	43.08%	43.08%
PREMIERE	22,707	27,248	24,978	28,384	36,342	43,610	39,976	45,428	37.52%	37.52%	37.52%	37.52%
ROAD & TRACK	26,603	30,860	29,264	33,521	58,395	67,740	64,235	73,580	54.44%	54.44%	54.44%	54.44%
STEREO REVIEW	14,177	16,602	16,602	17,582	43,650	51,115	51,115	54,135	67.52%	67.52%	67.52%	67.52%
WOMAN'S DAY SIP'S	11,928	NA	NA	15,528	24,728	NA	NA	32,191	51.76%	NA	NA	51.76%
AMERICAN PHOTO	8,804	13,056	9,236	10,764	28,355	42,051	29,746	34,668	68.95%	68.95%	68.95%	68.95%
AUDIO	6,908	8,252	8,252	8,939	18,104	21,625	21,625	23,428	61.84%	61.84%	61.84%	61.84%
BIGTWIN / SPORT BKIE	5,437	6,769	6,217	7,772	7,495	9,331	8,570	10,714	27.46%	27.46%	27.46%	27.46%
BOATING	9,311	10,886	10,504	11,399	24,647	28,815	27,804	30,174	62.22%	62.22%	62.22%	62.22%
CAR STEREO REVIEW	4,145	4,977	4,977	6,220	13,184	15,829	15,829	19,784	68.56%	68.56%	68.56%	68.56%
CYCLE WORLD BUYER'S GUIDE	5,437	6,396	6,396	6,396	8,500	10,000	10,000	10,000	36.04%	36.04%	36.04%	36.04%
ELLE DECOR	11,098	15,207	12,903	15,898	28,900	39,600	33,600	41,400	61.60%	61.60%	61.60%	61.60%
FLYING	7,807	8,800	8,800	9,371	22,037	24,841	24,841	26,452	64.57%	64.57%	64.57%	64.57%
METROPOLITAN HOME	22,677	28,247	27,401	30,584	45,600	56,800	55,100	61,500	50.27%	50.27%	50.27%	50.27%
POPULAR MAGAZINES	858	2,371	2,371	2,387	2,063	5,702	5,702	5,740	58.41%	58.42%	58.42%	58.41%
POPULAR PHOTOGRAPHY	15,540	16,725	16,202	18,711	47,722	51,360	49,755	57,459	67.44%	67.44%	67.44%	67.44%
SHOWBOATS INTERNATIONAL	3,374	3,812	3,505	4,026	8,740	9,875	9,080	10,430	61.40%	61.40%	61.40%	61.40%
TOP MODEL	4,800	6,000	5,520	6,000	10,000	12,500	11,500	12,500	52.00%	52.00%	52.00%	52.00%
VIDEO	10,560	12,249	12,249	13,497	26,683	30,950	30,950	34,103	60.42%	60.42%	60.42%	60.42%

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Source: https://www.industrydocuments.ucsf.edu/docs/ryxn0004

Hachette Filipacchi Magazines CORPORATE SALES

1996 PHILIP MORRIS P4CB RATE FOR $34.7MM LEVEL

	BILLED GROSS				1996 PROJECTED OPEN RATE				DISCOUNTS			
	FULL PAGE	SECOND COVER	THIRD COVER	FOURTH COVER	FULL PAGE	SECOND COVER	THIRD COVER	FOURTH COVER	FULL PAGE	SECOND COVER	THIRD COVER	FOURTH COVER
WOMAN'S DAY (4500M RATE BASE)	40,288	52,848	51,963	63,351	129,075	169,315	166,480	202,965	68.79%	68.79%	68.79%	68.79%
WOMAN'S DAY (4800M RATE BASE)	42,973	56,374	55,433	67,577	137,675	180,610	177,595	216,500	68.79%	68.79%	68.79%	68.79%
CAR AND DRIVER	42,785	49,631	47,064	53,910	86,530	100,375	95,185	109,030	50.55%	50.55%	50.56%	50.55%
CYCLE WORLD	13,897	15,758	15,076	17,132	27,705	31,415	30,055	34,155	49.84%	49.84%	49.84%	49.84%
ELLE	29,227	36,534	33,611	36,534	52,895	66,120	60,830	66,120	44.75%	44.75%	44.75%	44.75%
FAMILY LIFE	13,373	16,716	16,048	17,385	28,000	35,000	33,600	36,400	52.24%	52.24%	52.24%	52.24%
GEORGE	12,000	15,600	14,400	16,800	20,000	26,000	24,000	28,000	40.00%	40.00%	40.00%	40.00%
HOME	22,463	25,943	24,723	26,983	49,700	57,400	54,700	59,700	54.80%	54.80%	54.80%	54.80%
MIRABELLA	22,278	28,953	24,506	27,846	39,550	51,400	43,505	49,435	43.67%	43.67%	43.67%	43.67%
PREMIERE	22,471	26,965	24,718	28,089	36,342	43,610	39,976	45,428	38.17%	38.17%	38.17%	38.17%
ROAD & TRACK	26,332	30,546	28,965	33,179	58,395	67,740	64,235	73,580	54.91%	54.91%	54.91%	54.91%
STEREO REVIEW	14,032	16,432	16,432	17,403	43,650	51,115	51,115	54,135	67.85%	67.85%	67.85%	67.85%
WOMAN'S DAY SIP'S	11,806	NA	NA	15,369	24,728	NA	NA	32,191	52.26%	NA	NA	52.26%
AMERICAN PHOTO	8,714	12,923	9,141	10,654	28,355	42,051	29,746	34,668	69.27%	69.27%	69.27%	69.27%
AUDIO	6,836	8,166	8,166	8,846	18,104	21,625	21,625	23,428	62.24%	62.24%	62.24%	62.24%
BIGTWIN / SPORT BKIE	5,437	6,769	6,217	7,772	7,495	9,331	8,570	10,714	27.46%	27.46%	27.46%	27.46%
BOATING	9,215	10,773	10,395	11,281	24,647	28,815	27,804	30,174	62.61%	62.61%	62.61%	62.61%
CAR STEREO REVIEW	4,102	4,925	4,925	6,155	13,184	15,829	15,829	19,784	68.89%	68.89%	68.89%	68.89%
CYCLE WORLD BUYER'S GUIDE	5,437	6,396	6,396	6,396	8,500	10,000	10,000	10,000	36.04%	36.04%	36.04%	36.04%
ELLE DECOR	10,985	15,052	12,771	15,736	28,900	39,600	33,600	41,400	61.99%	61.99%	61.99%	61.99%
FLYING	7,727	8,710	8,710	9,275	22,037	24,841	24,841	26,452	64.94%	64.94%	64.94%	64.94%
METROPOLITAN HOME	22,446	27,959	27,122	30,273	45,600	56,800	55,100	61,500	50.78%	50.78%	50.78%	50.78%
POPULAR MAGAZINES	850	2,349	2,349	2,365	2,063	5,702	5,702	5,740	58.80%	58.80%	58.80%	58.80%
POPULAR PHOTOGRAPHY	15,381	16,554	16,036	18,519	47,722	51,360	49,755	57,459	67.77%	67.77%	67.77%	67.77%
SHOWBOATS INTERNATIONAL	3,338	3,771	3,468	3,983	8,740	9,875	9,080	10,430	61.81%	61.81%	61.81%	61.81%
TOP MODEL	4,750	5,938	5,463	5,938	10,000	12,500	11,500	12,500	52.50%	52.50%	52.50%	52.50%
VIDEO	10,450	12,121	12,121	13,356	26,683	30,950	30,950	34,103	60.84%	60.84%	60.84%	60.84%

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Source: https://www.industrydocuments.ucsf.edu/docs/ryxn0004

Hachette Filipacchi Magazines CORPORATE SALES

1996 PHILIP MORRIS P4CB RATE FOR $32.5MM LEVEL

	BILLED GROSS				1996 PROJECTED OPEN RATE				DISCOUNTS			
	FULL PAGE	SECOND COVER	THIRD COVER	FOURTH COVER	FULL PAGE	SECOND COVER	THIRD COVER	FOURTH COVER	FULL PAGE	SECOND COVER	THIRD COVER	FOURTH COVER
WOMAN'S DAY (4500M RATE BASE)	41,118	53,937	53,034	64,656	129,075	169,315	166,480	202,965	68.14%	68.14%	68.14%	68.14%
WOMAN'S DAY (4800M RATE BASE)	43,860	57,538	56,578	68,972	137,675	180,610	177,595	216,500	68.14%	68.14%	68.14%	68.14%
CAR AND DRIVER	43,667	50,654	48,035	55,022	86,530	100,375	95,185	109,030	49.54%	49.54%	49.54%	49.53%
CYCLE WORLD	14,183	16,082	15,386	17,485	27,705	31,415	30,055	34,155	48.81%	48.81%	48.81%	48.81%
ELLE	29,829	37,287	34,304	37,287	52,895	66,120	60,830	66,120	43.61%	43.61%	43.61%	43.61%
FAMILY LIFE	13,574	16,968	16,289	17,646	28,000	35,000	33,600	36,400	51.52%	51.52%	51.52%	51.52%
GEORGE	12,000	15,600	14,400	16,800	20,000	26,000	24,000	28,000	40.00%	40.00%	40.00%	40.00%
HOME	22,926	26,478	25,232	27,539	49,700	57,400	54,700	59,700	53.87%	53.87%	53.87%	53.87%
MIRABELLA	22,747	29,562	25,022	28,432	39,550	51,400	43,505	49,435	42.49%	42.49%	42.48%	42.49%
PREMIERE	22,944	27,533	25,238	28,680	36,342	43,610	39,976	45,428	36.87%	36.87%	36.87%	36.87%
ROAD & TRACK	26,874	31,175	29,562	33,862	58,395	67,740	64,235	73,580	53.98%	53.98%	53.98%	53.98%
STEREO REVIEW	14,321	16,770	16,770	17,761	43,650	51,115	51,115	54,135	67.19%	67.19%	67.19%	67.19%
WOMAN'S DAY SIP'S	12,051	NA	NA	15,688	24,728	NA	NA	32,191	51.27%	NA	NA	51.27%
AMERICAN PHOTO	8,894	13,190	9,330	10,874	28,355	42,051	29,746	34,668	68.63%	68.63%	68.63%	68.63%
AUDIO	6,977	8,334	8,334	9,029	18,104	21,625	21,625	23,428	61.46%	61.46%	61.46%	61.46%
BIGTWIN / SPORT BKIE	5,437	6,769	6,217	7,772	7,495	9,331	8,570	10,714	27.46%	27.46%	27.46%	27.46%
BOATING	9,405	10,995	10,610	11,514	24,647	28,815	27,804	30,174	61.84%	61.84%	61.84%	61.84%
CAR STEREO REVIEW	4,186	5,026	5,026	6,282	13,184	15,829	15,829	19,784	68.25%	68.25%	68.25%	68.25%
CYCLE WORLD BUYER'S GUIDE	5,437	6,396	6,396	6,396	8,500	10,000	10,000	10,000	36.04%	36.04%	36.04%	36.04%
ELLE DECOR	11,211	15,362	13,034	16,060	28,900	39,600	33,600	41,400	61.21%	61.21%	61.21%	61.21%
FLYING	7,886	8,889	8,889	9,466	22,037	24,841	24,841	26,452	64.21%	64.22%	64.22%	64.21%
METROPOLITAN HOME	22,909	28,536	27,682	30,897	45,600	56,800	55,100	61,500	49.76%	49.76%	49.76%	49.76%
POPULAR MAGAZINES	868	2,399	2,399	2,415	2,063	5,702	5,702	5,740	57.93%	57.93%	57.93%	57.93%
POPULAR PHOTOGRAPHY	15,699	16,896	16,368	16,902	47,722	51,360	49,755	57,459	67.10%	67.10%	67.10%	67.10%
SHOWBOATS INTERNATIONAL	3,408	3,851	3,541	4,067	8,740	9,875	9,080	10,430	61.01%	61.00%	61.00%	61.01%
TOP MODEL	4,850	6,063	5,578	6,063	10,000	12,500	11,500	12,500	51.50%	51.50%	51.50%	51.50%
VIDEO	10,670	12,376	12,376	13,637	26,683	30,950	30,950	34,103	60.01%	60.01%	60.01%	60.01%

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Source: https://www.industrydocuments.ucsf.edu/docs/ryxn0004